

**King, Valerie A.**

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**From:** King, Valerie A.  
**Sent:** Monday, August 25, 2003 5:47 PM  
**To:** 'Kimberly Prchal'  
**Cc:** Gogova, Maria; Roethig, Hans  
**Subject:** RE: MDS Smokers Campaign Ideas

**Sensitivity:** Confidential

**DSS:** No

Kim:

Please note the following changes should be made to these proposed ads:

1) Neither of the proposed graphics (i.e., the Marlboro-like packaging image and the hand holding the cigarette) should be used. It might be helpful for you to share some of the learnings the Lincoln recruiters may have had with regard to advertising for our studies.

2) The following global changes need to be made:

- Any references to "Marlboro Reds" should be replaced with "Marlboro Full Flavor";
- Any references to "Full Flavored" should be replaced with "Full Flavor";
- Ads that list the bullet "cannot smoke ultra lights or light cigarettes" should be replaced with "do not smoke ultra lights or lights cigarettes"; and
- (should they decide to explicitly refer to Marlboro in either ad) - it would be a preference (not a requirement) that the MDS tag line ("Together, we're making lives better") not be used.

3) For the "Smoker?" ad, delete the "if you smoke full flavors" after "Earn up to 2,700"

Please provide me with revised copies for final review and approval.

If you have questions or require further clarification, please let me know.

Thanks,  
Valerie

-----Original Message-----

**From:** Kimberly Prchal [mailto:Kimberly.Prchal@mdsps.com]  
**Sent:** Monday, August 18, 2003 4:26 PM  
**To:** valerie.a.king@pmusa.com  
**Cc:** Peggy Niana; Vinny Andoloro; Salvador Obregon; Amel Nasic  
**Subject:** FWD: MDS Smokers Campaign Ideas  
**Sensitivity:** Confidential

Valerie,

Attached is print advertising proposed by MDS PHX site for the upcoming Marlboro study. We would like to start off our campaign with this more specific ad.

I did receive your response to the proposed specific LNK ads and have informed Peg, PHX recruiting manager, that similar changes will need to be mad to the PHX ads prior to final approval.

We have print advertising set to go on 25 Aug and would like to use these ads. Please let myself or Peg know if you need further information.

Thanks  
Kim

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